



BIKE SHARE

August 1 - August 31 2019 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	715	N/A
Trips		
Total Trips	2,334	791
Trips Per Day (average)	75	26
Utilization Rate (trips per bike per day)	.17	.09
Active Members		
Total Membership	33,654	N/A
Monthly/Yearly Plans	671	N/A
Pay-As-You-Go & 7 Day Plan	32,983	N/A
Revenue		
Total Revenue	\$16,417.05	\$1,486.17
Maintenance/Customer Service Activity		
Total CS Cases Created	99	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

An increase in the number of connection issues on the bikes due to SoBi hardware malfunction has caused a decline in the number of average active bikes this month.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	26	173
Monthly	9	230
Annual	2	150
Other	8	118
Pay As You Go	306	32,887
7 Day Pass	39	96
TOTAL	390	33,654

Trips

Cumulative Trips Per Day of the Week
August 2019 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
108	98	117	158	141	77	92

Trip Initiation Method (Tempe Only)

Table 4

Mobile	237
Keypad (manually entered)	545
Keypad RFID Card	5
Website	4

Table 5

	August (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,334	39,907	791	15,247
Total Miles Ridden	3,109	64,098	1,171	25,769
Avg Trip Distance	1.2	1.7	1.5	1.8
Avg Trip Time	24:37	21:40	19:16	24:26
Avg Weekday Trips	78	210	19	63
Avg Weekend Day Trips	69	228	28	58
Holds	156	2,467	N/A	N/A
Ended out of Hub	563	13,046	151	6,855
Ended out of System Area	26	283	4	102

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	Aug. Trips	%	Trips YTD	% YTD
Pay-as-you-go	836	36%	15,773	40%
7 Day Pass	98	4%	2,860	7%
Annual	335	14%	2,473	6%
Monthly	292	13%	4,961	12%
Student	645	28%	9,785	25%
Other	128	5%	4,055	10%
TOTAL	2,334		39,907	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Aug. Trips	%	Trips YTD	% YTD
Pay-as-you-go	333	42%	6,463	42%
7 Day Pass	41	5%	930	6%
Annual	37	5%	213	1%
Monthly	32	4%	890	6%
Student	341	43%	6,030	40%
Other	7	1%	721	5%
TOTAL	791		15,247	

Tuesday, August 27th was the highest day for regional ridership with a total of 106 trips taken. For trips originating in the Tempe service area, Thursday, August 29th was the top day for ridership with 52 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	241	T23 Escalante Center	1
T14 College Ave / University Dr	134	M105 Robson / 1st St (i.d.e.a. Museum)	0
P129 5th St / Roosevelt St	131	M108 Main St / Mesa Dr	0
P123 5th Ave / Fillmore St	116	M109 Main St / Horne	0
P125 Pierce and 1st	114	M119 5th St. and Hibbert (Escobedo Park)	0
T16 Apache Blvd / Rural Rd	113	M121 2nd Ave. and Center	0
P124 3rd St / Taylor St (Sponsored by APS)	103	M122 462 N. Drew St. (Drew Community Park)	0
P120 Central Ave / Taylor St	96	M123 1st Place and Date St.	0
T01 5th St / Forest Ave	95	P107 17th Ave. and Jefferson St.	0
P127 Central Ave / Roosevelt St	94	P159 Sherman St / 3rd Ave.	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T14 College Ave / University Dr	15	68	66	134	0	6.66
T16 Apache Blvd / Rural Rd	15	51	62	113	0	0
T01 5th St / Forest Ave	20	41	54	95	0	0
T26 ASU Memorial Union	25	43	46	89	0	0
T20 Tempe Center for the Arts	10	41	45	86	0	0
T25 University Dr. / ASU Student Housing	23	33	51	84	0	0
T27 McAllister Ave / Apache Blvd	25	47	37	84	0	0
T17 Tempe Beach Park	25	37	35	72	0	0
T04 Apache Blvd / Dorsey Ln	10	33	30	63	0	34.21
T21 Forest Ave/ Lemon St. (Gammage)	20	30	33	63	0	0
T05 McClintock Dr / Apache Blvd	15	28	29	57	0	0
T15 8th St / Dorsey Ln	10	26	24	50	0	14.48
T03 Rural Rd / Terrace Rd	11	24	25	49	0	0
T28 Rio Salado Pkwy / Mill Ave	10	22	17	39	0	0
T11 University Dr / Mill Ave	20	20	15	35	0	0
T29 Tempe Town Lake Marina	9	16	17	33	0	0
T13 College Ave / Apache Blvd	15	15	16	31	0	0
T18 Neil Giuliano Park	15	15	16	31	0	0
T30 Evelyn Hallman Park	8	10	10	20	0	0
T31 5th St / Mill Ave	15	11	8	19	46.46	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual)	6	13	6	19	84.08	0
T24 Westside Center	10	6	7	13	0	0
T10 Washington St / Priest Dr	10	4	7	11	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	6	8	3	11	16.42	0
T32 North Tempe Multigen Center	10	5	5	10	0	0
T02 3rd St / Mill Ave	9	5	4	9	0	0

T07 Smith-Martin / Apache Blvd	10	2	5	7	0	0
T09 Washington St / Center Pkwy	9	3	4	7	0	0
T08 Apache Blvd / Price Rd	10	1	5	6	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	3	1	4	0	0
T12 Rural Rd / Southern Ave	10	3	1	4	0	0
T22 Baseline Rd / Priest Dr	10	1	2	3	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	1	1	2	0	0
T19 Kiwanis Park	15	0	1	1	0	0
T23 Escalante Center	10	0	1	1	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	1	0	1	98.67	0

Out of Station Lock-Ups in Tempe

Of the 791 trips started in the Tempe system area in August, 151 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Town Lake, North Shore Beach, Tempe Beach Park and the Centerpoint on Mill complex.

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	124,341	2,570,118	46,824	1,030,744
Carbon Offset	2,736 lbs	56,522 lbs	1,030 lbs	22,676 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	715	N/A
Bikes inspected in field	58	32
Bicycles repaired	165	31
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	0	0
Graffiti Cleaned	1	0

Staff reported no new missing bikes and recovered no missing bikes this month.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	August	YTD
1	Other	183	1,605
2	Seat	6	58
3	Shifting/Pedaling	4	70
4	Lock	25	246
5	Keypad	60	441
6	Brakes	3	34
7	Flat Tire	56	272
8	Lighting	0	45
9	Frame	0	24
	Total	337	2,795

Compared to the previous month there was a .3% increase in repairs/issues reported by users via the bikes on-board keypad. In August, 14.4% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in August was Bike Issue.

Table 13

Reason For Contact	August Created Cases (Full System)	YTD
Member Inquiries	14	267
Billing	12	152
Account Management	21	133
Bike Issue	31	177
Charges	11	164
General Education	2	104
Operations	4	72
Sign Up	2	29
Hub Request	1	13
Partnerships	1	19
New Program Request	0	1
Total CS Cases Created	99	1,131

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	45 sec
Avg duration of call	4 min

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	80%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

In August, the average revenue for the full system was \$11.07 per bike and \$3.39 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$5,105.00	31%	N/A
Ride Fees	\$2,371.05	14%	\$1,275.17
Out of Hub Fees	\$808.00	5%	\$272.00
Out of System Area Fees	\$20.00	0%	N/A
Rider Bonuses Given	-387.00	-2%	-\$61.00
Ad Revenue	\$8,500	52%	N/A
TOTAL	\$16,417.05		\$1,486.17

Data has not been audited and is only to be used as an approximation of Gross Revenue

*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.

Marketing Summary

Social Media

Table 17

Social Media Outlet	Followers	Impressions
Facebook	2,719	2,769
Twitter	1,572	5,975
Instagram	96	443

Events

Table 18

No events to report this month.

Weather

Table 19 (Source: www.wunderground.com)

Aug	Full Sys.	high	low	avg	Precip. sum
1	70	105	83	94	0
2	54	110	90	100	0
3	34	114	83	99	0.1
4	57	111	86	99	0
5	58	115	89	102	0
6	66	102	89	96	0
7	71	107	88	98	0
8	57	108	86	97	0
9	74	101	89	95	0
10	59	103	86	95	0
11	78	105	83	94	0
12	62	106	89	98	0
13	60	110	83	97	0
14	60	114	83	99	0
15	57	114	85	100	0
16	99	111	85	98	0
17	57	108	86	97	0
18	105	105	84	95	0
19	87	109	81	95	0
20	70	0	0	0	-
21	84	0	0	0	-
22	98	0	0	0	-
23	80	0	0	0	-
24	89	0	0	0	-
25	67	0	0	0	-
26	101	0	0	0	-
27	106	0	0	0	-
28	97	0	0	0	-
29	101	106	80	93	0
30	101	109	86	98	0
31	75	107	86	97	0

Weather data not available from usual source between 20th-28th